CLAIMS

What is claimed is:

1. A method for propensity-based sorting of individuals, comprising the steps of:

(a) creating a model;

(b) calculating a score for a plurality of individuals based on the model, wherein the score indicates a propensity; and

(c) sorting the individuals based on the score.

2. The method as recited in claim 1, wherein the individuals are sorted by ranking the same.

3. The method as recited in claim 1, wherein the individual information includes information on a purchase intent for a particular product.

4. The method as recited in claim 1, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.

5. The method as recited in claim 1, wherein the information is received utilizing a network.

6. The method as recited in claim 1, wherein the network includes the Internet.

7. A computer program product for propensity-based sorting of individuals, comprising:

(a) computer code for creating a model;

(b) computer code for calculating a score for a plurality of individuals based on the model, wherein the score indicates a propensity; and

(c) computer code for sorting the individuals based on the score.

8. The computer program product as recited in claim 7, wherein the individuals are sorted by ranking the same.

9. The computer program product as recited in claim 7, wherein the individual information includes information on a purchase intent for a particular product.

10. The computer program product as recited in claim 7, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.

11. The computer program product as recited in claim 7, wherein the information is received utilizing a network.

12. The computer program product as recited in claim 7, wherein the network includes the Internet.

13. A system for propensity-based sorting of individuals, comprising:
(a) logic for creating a model;
(b) logic for calculating a score for a plurality of individuals based on the model, wherein the score indicates a propensity; and
(c) logic for sorting the individuals based on the score.

14. The system as recited in claim 13, wherein the individuals are sorted by ranking the same.

15. The system as recited in claim 13, wherein the individual information includes information on a purchase intent for a particular product.

16. The system as recited in claim 13, wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.

17. The system as recited in claim 13, wherein the information is received utilizing a network.

18. The system as recited in claim 13, wherein the network includes the Internet.

Page 23 of 26